



**Research and Innovation Action**

## **D9.1 – RAGE Dissemination Plan**

**RAGE –WP9-D9.1**

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## EXECUTIVE SUMMARY

This Dissemination Plan aims to guide and support the efforts of **each and all** RAGE partners in **convincing Applied Games stakeholders to use the outputs of the Project**.

Therefore, the main targeted readers of the content of this Plan are:

- 1) The Communication Officer nominated by each RAGE partner (also referred as RAGE Ambassadors);
- 2) The team leader of each RAGE partner; and
- 3) The 10 RAGE Workpackage leaders as well as the Strategic Management Board as a whole.

This is a live document as it will be periodically updated, enhanced and completed along the entire RAGE project lifecycle.

This is a management tool and not a scientific research document: It establishes commitment with action by laying down:

- The objectives for the entire life of the project as well for the initial stage of RAGE;
- The strategic and tactical guidelines for performing dissemination and communication about project activities, results and expected impacts;
- The workflows for the mainstream activities in the field of interacting with AG stakeholders;
- The roles and functions of each RAGE team member in convincing stakeholders; and
- The procedures for monitoring performance and degree of SUCCESS in RAGE buy-in by AG stakeholders.

Ultimately, RAGE dissemination and communication strategy is driven by exploitation –actual usage of results- and not by the usual “making noise” to raise awareness.

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# 1 INTRODUCTION

## 1.1 *Nature and content of the Deliverable*

As established in the DOA, sharing RAGE results beyond Consortium boundaries is governed by a Dissemination Plan, guided by the following **specific objectives**:

1. Raise awareness with respect to RAGE activities, outputs and benefits arising from the project amongst selected Target Groups within the Applied Games industry value chain, including their related research groups and key users;
2. Promote willingness of Applied Games developers to make use of project's outputs;
3. Support the design and implementation of the Exploitation Plan for RAGE results.

This deliverable D9.1 RAGE Dissemination Plan defines the foundations of RAGE's dissemination and communication strategy and programming of activities. Main components of the Plan includes: communication objectives, target groups, messages and channels along with an initial implementation plan to be followed and key performance indicators to measure RAGE's dissemination and communication efforts.

As part of this planning activity, the team in charge has develop a coherent visual identity for the project results including graphics, templates, styles and guidelines which can be used by partners when presenting their work in electronic and print material.

Brand development drawing on the expertise of exploitation partners will be a focus for the later dissemination phases of the project.

The Plan will be annually reviewed and updated based on project development and dissemination achievements.

## 1.2 *Methodology*

For the preparation of this document the following steps were taken:

- Analysing literature and the RAGE DoA
- Collecting ideas during the RAGE Kick-off Meeting
- Internal peer review of the draft planning documents

## 2 THE FOUNDATIONS OF THE PLAN

### 2.1 The nature and objectives of the H2020 RAGE RIA project

**RAGE: a flagship project under H2020**

The overall aim of the RAGE project is to develop, transform and enrich advanced technologies from the leisure games industry into self-contained gaming assets (i.e. solutions showing economic value potential) that support game studios at developing applied games, and make these assets available along with a large volume of high quality knowledge resources through a self-sustainable Ecosystem, which is a social space that connects research, gaming industries, intermediaries, education providers, policy makers and end-users.

As RAGE is a Research and Innovation Action co-funded by the Horizon 2020 Research and Innovation Framework Programme, first we need to understand **what is a Dissemination Strategy in the context of Horizon 2020?**

*We may have already now that dissemination is not equal to communication, but in case we were not aware of that, in Horizon 2020 there is clear distinction between the two concepts and an increased importance towards communication.*

**Dissemination** comes from the Latin "to scatter seeds" which refers to the act of spreading something, especially information<sup>1</sup>; and like with seeds, it may fall on fertile ground (or not). Dissemination is a one way activity, which not necessarily requires and results in a committed and active participation of those receiving the information (Supply push).

**Communication** on the other hand, is a purposeful activity of exchanging information and meaning across space and time using various technical or natural means<sup>2</sup>. As such, communication already goes a step beyond dissemination, since it includes a purpose a qualification of the type of the message ("meaningful").

The European Commission makes a distinction between Dissemination and Communication in the project's Grant Agreement through:

- **"ARTICLE 29 —DISSEMINATION OF RESULTS — OPEN ACCESS — VISIBILITY OF EU FUNDING": 29.1 General obligation to disseminate results**  
*Unless it goes against their legitimate interests, each beneficiary must – as soon as possible – 'disseminate' its results by disclosing them to the public by appropriate means (...)"*. When disseminating results, partners must also take into account **"ARTICLE 27 — PROTECTION OF RESULTS — VISIBILITY OF EU FUNDING"**
- **"ARTICLE 38 PROMOTING THE ACTION — VISIBILITY OF EU FUNDING: 38.1 Communication activities by beneficiaries**  
*"The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner."*  
 [...]

### 2.2 Strategic approach to RAGE's communication

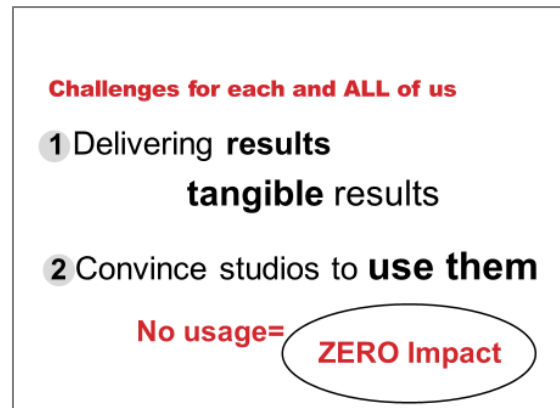
#### 2.2.1 The need to enable Expected impacts

In RAGE, communication beyond consortium frontiers is deemed as a Key Success Factor to enable the so-called **Expected Impacts** that overall drive the design and execution of the project.

The underlying rationale is that **unless the Consortium as a whole actually convinces the industry to use the results of the project, RAGE will be a failure.**

<sup>1</sup> <http://www.oxforddictionaries.com/definition/english/dissemination>

<sup>2</sup> <http://en.wikipedia.org/wiki/Communication>



**Figure 1: RAGE underlying rationale**

RAGE objectives, activities and results have been planned to foster dialogue, trust building and thus collaboration for knowledge exchange along the entire Applied Game value chain. Deployment of RAGE's results will ultimately contribute in developing stronger co-operation among game industry players (i.e. intra-industry dialogue), as pre-requisite to progressively reduce fragmentation and trigger industry build-up.

But this strategy requires to foster on the one hand the “upstream” relationships of Applied Games industries with linked research communities, to secure breakthrough technology transfers based on innovation-driven R&D; and, on the other hand, the “downstream” linkage to online publishers, educational intermediaries and end-users, to secure systematic identification of unmet market demands, as pre-requisite to market alignment of new Applied Games offerings.

As a whole, take up of RAGE results by our targeted stakeholders will generate impacts that will be visible through multiple enhancements in the performance of European Applied Game industries, especially in terms of reducing the current fragmentation, improving their innovation capacity and fostering their progress towards global technological leadership. By offering reusable Applied Games assets, the RAGE Ecosystem infrastructure and marketplace will play a key role in support of applied research and technology development, including demand driven research and productification activities, easing technology transfer and field validation of novel products and services, on a broad collaborative basis. The combined effects will allow end-to-end Applied Games value chain players to dramatically improve their competitive position:

#### **A. EU based game developers/providers**

Take-up of RAGE results will substantially impact the commercial practices, business models and product portfolios of some 3,000 EU based game companies/providers. These SMEs will be able to make their products available to wider market segments from an improved competitive position derived from better development and deployment conditions, and much higher levels of time and cost effectiveness. The usage of RAGE's Applied Games assets repository and the exchanges through the Ecosystem will benefit Applied Games studios in:

- **Fulfilling new client needs, quicker and more challenging methods of skills acquisition:** Knowledge-based industries are already witnessing fundamental changes in the needs and interests of their clients. Consequently, the methods they need to apply e.g. to train their workforces must evolve and quickly change: Traditional, slower methods of skills acquisition are proving to be inadequate to tackle the quickly changing dynamics of modern industries; and
- **Generating new business models:** The effort to be devoted in advancing as much as possible on development and validation of business models will secure sustainable impacts of the project. The introduction of new Applied Games resources e.g. tools will enable development of new business models grounded in these tools. This will in turn provide wider business opportunities e.g. getting involved in more ambitious efforts and to



establish themselves as credible partners vis-à-vis the large organisation in both public and private sectors.

## B. User industries, public administrations and private institutions

A wide range of private and public bodies will be able to take advantage of more effective gamification/ educational and training. In this regard, the real world cases included in our application scenarios shall provide empirical evidence on how Applied Games can contribute to removing barriers nowadays hampering learning and skills acquisition, e.g.:

- Improvements by deployment of organisational solutions and support especially if cost and time can be cut, quality preserved, bigger groups of trainees handled,... in a most efficient fashion; and
- Mainstream deployment of modernisation practices (e.g. e-government) or improving the interoperability of EU networking of public services.

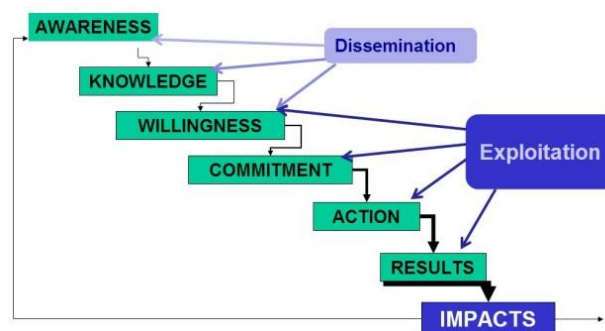
## C. Scientific communities, universities and research institutes

These will be able to expand their contributions to technology transfer and thus wider innovation by exposing their R&D breakthroughs across a new breed of demonstrators (e.g. Living labs) and experimentation sites, empowered by realistic arrays of Applied Games resources and services provided through the RAGE infrastructure.

### 2.2.2 A strategy to trigger stakeholders' decision making

*Our dissemination and communication strategy needs to be designed taking into account an output and impact oriented approach.*

Impact is defined as “a marked effect or influence”<sup>3</sup> on someone or something, which in communication, is the deepest level to be reached with a target group. To achieve this, a clear vision of the impact we aim to generate has to be defined, along with a coherent definition and interaction of target groups, messages and channels to accelerate our path from awareness to impact.



**Figure 2: Impact driven dissemination: a job for all of us**

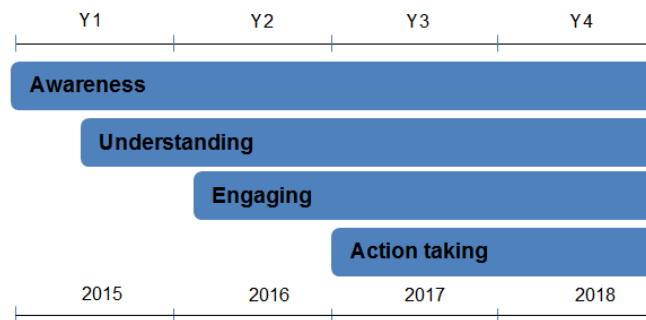
This cascade of effects reflects:

- First of all: raising awareness is the start and not the end of the road, as it is usually implemented in Research projects; and
- Convincing industry about the value (for them) of a research endeavour is not simple, and requires the combination of skills, experience and effort. That's why WP9 is the only one WP where ALL RAGE partners are involved.

To ensure the deployment of the entire cascade of reactions and decisions from our targeted audiences, RAGE's implementation plan lays down who of the RAGE project partners engages in

<sup>3</sup> <http://www.oxforddictionaries.com/definition/english/impact>

which dissemination and communication activities and when. The plan will be monitored by WP9 leader along with WP communication officers and will be revised each year of operation. In practice, we will implement the Dissemination Plan following a four-stage approach, in terms of the main focus of activities:



**Figure 3: RAGE Dissemination Plan Implementation**

**Stage 1: Raising awareness.** It starts from the beginning of the project and will continue throughout the project's lifecycle. Its main focus is to raise project visibility by communicating and disseminating the most relevant project activities, benefits and outcomes through channels with wide reach (e.g. website, social networks, conferences, press releases, dissemination materials, etc.)

**Stage 2: Promoting understanding.** It will start from the middle of Y1 and will continue throughout the project's lifecycle. Its main focus will be to further explain project outcomes and benefits to identified target groups through pertinent communication channels (e.g. key networks, workshops, meetings).

**Stage 3: Engaging with target groups.** It will start from the beginning of Y2 and will continue throughout the project's lifecycle. Its main concern is to influence proactive doings (e.g. participate at focus groups, provide feedback) by communicating benefit/opportunity oriented messages to target groups through pertinent communication channels (e.g. key networks, workshops, focus groups)

**Stage 4: Influencing action taking.** It will start from Y3 and will continue throughout until the end of the project. Its main concern is to influence and try to convince gaming SMEs to up-take RAGE project results through benefit/opportunity oriented messages through direct communication channels (e.g. face-to-face meetings, calls)

### 3 OBJECTIVES OF THE RAGE DISSEMINATION PLAN

#### 3.1 Overall Communication objectives

To realise the vision above mentioned we need to define specific objectives. The following specific objectives for the overall duration of the project are divided by its four years duration:

**Table 1: Dissemination and communication objectives**

	Y1	Y2	Y3	Y4
<b>1. Awareness:</b> Raise awareness of project's activities, outputs and benefits				
<b>2. Knowledge:</b> Disseminate project outputs and activities				
<b>3. Willingness:</b> Promote willingness of Applied Games developers to make use of project's expected outputs				
<b>4. Commitment:</b> Engaging in dialogues and receiving AG developers feedback				
<b>5. Action:</b> Influencing decision-making regarding the use RAGE outputs				
<b>6. Result:</b> Supporting the design and implementation of the Exploitation Plan for RAGE results				
<b>7. Impact:</b> Supporting AG developers' uptake of RAGE results				
	2015	2016	2017	2018

Jan. 2019

#### 3.2 Objectives for first year of the project

We have estimated that over 2.800 AG organisations can be reached during the project phase, this number is approximate and will be better defined in WP7 activities along with WP9 support, as the project evolves. Taking this estimated size into account, the following operational objectives running in parallel have been defined for the **first year of the project**:

- Awareness. Make 15% of applied gaming organisations aware of project's activities, outputs and potential benefits;
- Knowledge. Make 5% of applied gaming organisations know key aspects of the project such as objectives, the RAGE ecosystem, and main benefits; and
- Willingness. Incentivise willingness among organisations that show interest in the RAGE project to maximise opportunities of future commitment and action taking.

## 4 DISSEMINATION AND COMMUNICATION STRATEGY

In short, the strategy defines the paths, the activities and the parties involved in the effort to accomplish the Objectives established for the Dissemination Plan.

The strategy comprises the project's vision and objectives (Why?), identifies relevant target groups to be reached (Whom?) and describes the dissemination approach (Which purpose?) in order to select the right messages (What?) and channels (How?) to reach the target groups in the proper time (When?):

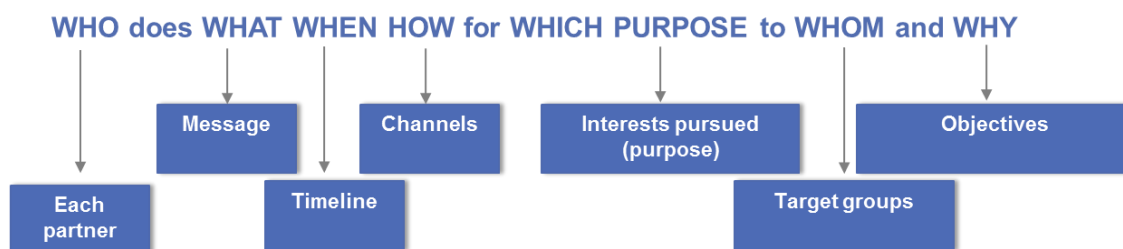


Figure 4: Dissemination and communication Strategy scheme

In this context, we must define optimal and relevant interactions between target groups, messages and channels.

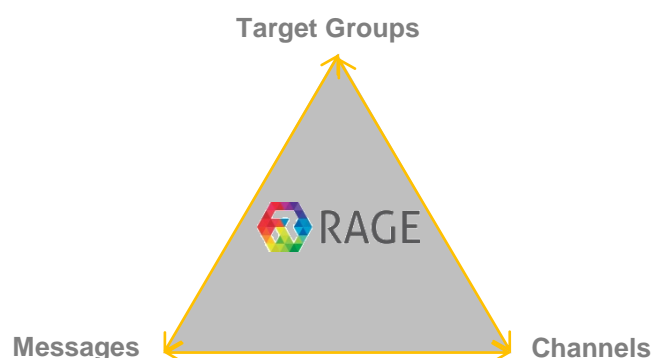


Figure 5: Dissemination and Communication Strategy

### 4.1 Target groups

#### 4.1.1 Targeted stakeholders

To secure the success in taking-up the RAGE results, the focus of the project's dissemination and communication efforts targets the entire Applied Games value chain.

Who? Applied Games decision makers within the entire value chain. These are CEOs, CTOs, producers, distributors and developers of **applied games companies/studios**; directors and managers of **research groups and academic organisations**; and Presidents or Vice-presidents of **industry associations**. Further description of these target groups is detailed in the table below.

Where? It has been estimated an approximate 3,000 Applied Games organisations located in Europe, this number will be confirmed as part of WP7 tasks. These are micro and small-sized organisations that possess an approximate of 10 to 250 employees. In addition to these, there are some applied game industry associations with regional or local reach within Europe (e.g. EGDF, Dutch Game Association, Games Eden, SGS, SNJV).

Why? These are innovators or early majority in AG value chain who want to expand, optimize and/or diversify their applied gaming business/research to take advantage of forecasted growth rates.

A description of decisions to be triggered by each target group is detailed in the following table.

**Table 2: Target group description**

Target group	Description	Decisions to trigger
1. Producers and distributors	These are SMEs that develop games and/or market gaming catalogues for retail and online distribution.	<ul style="list-style-type: none"> <li>- Provide feedback to improve RAGE outcomes for gaming SMEs</li> <li>- Uptake RAGE results</li> </ul>
2. Early adopters in industrial and institutional sectors	These are leisure and non-leisure games studios that are willing to take advantage of RAGE outputs or have been willing to take advantage projects outputs.	<ul style="list-style-type: none"> <li>- Provide feedback to improve RAGE outcomes for gaming SMEs</li> <li>- Uptake RAGE results</li> </ul>
3. Research groups and academic organizations	These are independent or academic research groups specialised in gaming technology, applied games or eLearning areas.	<ul style="list-style-type: none"> <li>- Provide feedback to improve RAGE outcomes for gaming SMEs</li> <li>- Promote RAGE results up taking and benefits</li> </ul>
4. Industry associations	These are European gaming and IT related associations with around 5 years of existence that offer memberships to gaming professionals, service providers, vendors, researchers, students, among others.	<ul style="list-style-type: none"> <li>- Promote RAGE results up taking and benefits among their members</li> </ul>

All these groups are approached to make them aware of the project and to make them understand its concept, technical background, benefits and usage, among others. The most important for RAGE is to engage with the target groups that potentially will uptake the project results. Therefore, the engagement accomplished with early adopters in industrial and institutional sectors as well as producers and distributors are highly relevant.

In addition to these, the **RAGE Project will also target European gaming projects** to amplify awareness and understanding of the project activities and outcomes. These are gaming projects on-going under Horizon 2020 and FP7 frameworks.

Each target group is detailed in the table below along with specific **communication and dissemination specific objectives (purpose)** to be achieved.

**Table 3: Communication purpose per target group**

Communication approach/ Target Group	Gaming projects	Industry associations	Research & academic orgs.	Producers & distributors	Early adopters
<b>Awareness</b>	2015 – Jan. 2019				
<b>Knowledge</b>	2015 – Jan. 2019				
<b>Willingness</b>		2016 – Jan. 2019			
<b>Commitment</b>		2016 – Jan. 2019			
<b>Action</b>		2016 – Jan. 2019			
<b>Result</b>		2017 – Jan. 2019			
<b>Impact</b>					2017 – Jan. 2019

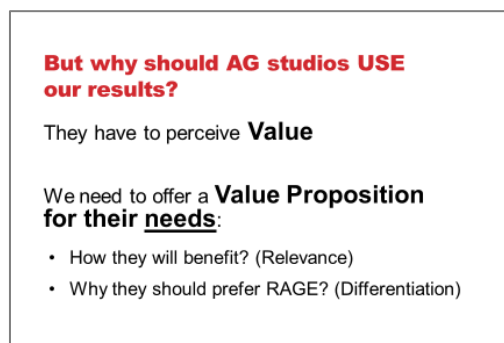
## 4.2 Messages

The “message” component of the Communication strategy comprises the set of arguments, reasons and facts we will use to convince our targeted audiences to travel across the impact cascade until they make decisions to use RAGE results.

Here the KEY QUESTION to be properly answered is: **Why AG industry value chain should consider using RAGE results?**

The answer is simple: Because they perceive VALUE in RAGE offering.

The tool to be use to deliver VALUE to our stakeholders is the so-called VALUE PROPOSITION, and the way to communicate this Value Proposition is by means of systematic messages delivering relevant and meaningful CONTENT suited to each of our Target Groups.



**Figure 6: Why should AG studios use RAGE results**

The selection of content to be transmitted and the process to transform it into messages comprises a well-established sequence: To have a message, firstly we need to generate RAGE content, second step is to edit the content from which we will draft messages, third step is to draft the messages, and final step is to schedule messages in a timeframe (content management). Each one of these steps is described in the sections below.

#### **4.2.1 Content generation**

Overall, RAGE content is generated through work package progress and it is reported in project Deliverables. The delivery dates of project deliverables (table below) will guide content generation for each year of operation of the RAGE project as well as relevant progress reported in Strategic Management Board and Executive Management Board.

Deliverables related to project management and dissemination (e.g. Project Quality Handbook, RAGE Dissemination Plan) will not be considered for the content generation process. Deliverables related to following content (but not limited to) will be communicated throughout the project lifecycle:

- Project main characteristics, progress reports and research agendas
- S&T research findings and new challenges arising from our advances over the state of the art
- Training oriented material to support technical awareness
- Best practices/lesson learnt from the planned validation tasks
- Proposals on new business concepts, models and processes

**Table 4: RAGE Deliverables for content generation (Year 1)**

No	Deliverable Title	WP No	Lead Beneficiary	Delivery Date	
D9.1	RAGE dissemination plan (not applicable)	WP9	INMARK	M3	30/04/2015
D9.2	RAGE website (not applicable)	WP9	INMARK	M3	30/04/2015
D10.1	Project Quality assurance handbook (not applicable)	WP10	OUNL	M3	30/04/2015
D10.2	Research data management plan (not applicable)	WP10	OUNL	M6	31/07/2015
D6.1	Ecosystem software platform	WP6	FTK	M12	31/01/2016
D7.1	Summary report of business models	WP7	UOB	M12	31/01/2016
D7.2	Summary report of value chain analysis	WP7	INMARK	M12	31/01/2016
D8.1	RAGE evaluation framework and guidelines	WP8	TUGRAZ	M12	31/01/2016

## **4.2.2 Content edition**

### *4.2.2.1 Editorial Board*

All communication activities within the scope of WP9 will be overseen by an Editorial Board. The Editorial Board will ensure communication efforts are consistent in their tone and content and will act as a pool of reviewers for communications material.

The Editorial Board will monitor updates received from WP leads, select those with high publicity potential and check the quality and consistency of outgoing messages. Outputs that the Editorial Board will oversee include but are not limited to:

- News to be published at the website
- Dissemination materials (e.g. press releases, brochures)
- Training materials
- Magazine/journal articles
- Generic PowerPoint slides

Public deliverables, publications, papers or presentations given at conferences with a scientific purpose will be overviewed by the Scientific Board. Neither the Editorial Board nor the Scientific Board will act as reviewers of such documents.

Membership of the Editorial Board will be drawn from Project Management and WP leaders. Additional members may be co-opted onto the board to provide special expertise or to replace a member no longer able to fulfil their duties. Membership at the beginning of the RAGE project is proposed as follows:

- Wim Westera, OUNL
- Baltasar Fernandez-Manjon, UCM
- Rui Prada, INESC-ID
- Kam Star, Playgen
- Andrea Molinari, OKKAM
- Mathias Hemmje, FTK
- Christina Steiner, TUGRAZ
- Ruben Riestra, INMARK

### *4.2.2.2 Scientific Board*

The Scientific Board will stimulate and coordinate scientific output of the RAGE project by:

- Calling for and planning ahead of initiatives (e.g. conference proposals, papers)
- Encouraging collaboration among RAGE partners (including cross-sector)
- Stimulating compliance with the [ESF code of conduct](#)
- Preserving compliance with open access to research output (cf. Grant Agreement)
- Arbitration in case of conflicts

The Scientific Board will:

- Distribute information about targeted events/conferences for RAGE
- Make available a public agenda of scientific dissemination initiatives of RAGE (see the template in Annex 7: Scientific Board open diary)
- Actively involve RAGE partners in joint paper writing
- Arrange an online collection of RAGE's scientific output: open access
- Check for compliance with the Grant Agreement and Consortium Agreement ( GA Articles 29.2 and 29.4 and CA Article 8.4.1)



The Scientific Board will take a stimulator role rather than a regulative role. This means that researchers do not need to ask for the board's approval when writing a paper but they can involve the board in case of any violations of the code of conduct (e.g. co-ownership, co-authorship, integrity). Membership of the Scientific Board is drawn from university and research centre partners. Additional members may be co-opted onto the board to provide special expertise or to replace a member no longer able to fulfil their duties. Membership at the beginning of the RAGE project is as follows:

- Wim Westera, OUNL
- Borja Manero, UCM
- Paul Hollins, UOB

#### 4.2.2.3 RAGE ambassadors

RAGE ambassadors are the project communication officers who will act as amplifiers of RAGE news and outcomes within partners' institutional communication channels and networks. RAGE ambassadors will:

- Promote project news and outcomes through their institutional communication channels (e.g. corporate magazine, newsletters)
- Distribute project news and outcomes through multiplier networks (e.g. associations, mailing lists)
- Promote project news and outcomes through their institutional social networks
- Live-posting at RAGE project events or relevant third-party events (e.g. ECTEL, ICT 2015)

Each project partner is represented through one member (at least) in the RAGE Ambassadors team. Additional members may be co-opted to provide special expertise or to replace a member no longer able to fulfil their duties. Membership at the beginning of the RAGE project is as follows:

1. Wim Westera, OUNL
2. Baltasar Fernandez-Manjon, UCM
3. Rui Prada, INESC-ID
4. Kam Star, Playgen
5. Rebecca Huxley, Playgen
6. Andrea Molinari, OKKAM
7. David Sherlock, UOB
8. Christina Steiner, TUGRAZ
9. Monica Hernandez, INMARK
10. Johan Jeuring, UU
11. Mihai Dascalu, UPB
12. Andrew Pomazanskyi, Nurogames
13. Thierry Platon, BiP Media
14. Krassen Stefanov, SU
15. Margreet van den Heuvel, SPL
16. Jeremy Cooke, Gameware
17. Berta Santos, EPK
18. Olivier Lepoivre, Randstad
19. Teresa Barber, Hull College of Further Education
20. Gareth Sleightholm, Hull College of Further Education

#### 4.2.3 Message creation

RAGE messages contain the content we communicate to our target groups and are drafted according to the following criteria, but not limited to:

- Target group to reach (e.g. producers and distributors)
- Solutions and benefits provided by the project (e.g. reduce time-to-market)
- Trigger decisions (e.g. reduce costs)
- Trigger emotions (e.g. share/access state-of-the-art knowledge)
- Consequences if no action is taken (e.g. cannibalisation of the industry)
- Contribution to solve broader societal issues (e.g. job creation)



Taking into account these criteria, an initial list of messages to catch each target group's attention has been drafted. This list will be tested and enriched along the project lifecycle:

- 1) RAGE is a Technology and Know-How driven Research and Innovation project. Its main driver is to be able to equip industry players (games developers), with a set of technology resources (assets) and strategies (know-how) to strengthen their capacities to penetrate a market (non-leisure) which is new for most of them, and to consolidate a competitive position in it.
- 2) It supports the gaming industry in product innovation, market innovation and application of new technologies.
- 3) By offering the RAGE Ecosystem, we secure the economic sustainability of the gap closing solutions needed by market players to satisfy their final demand.
- 4) RAGE objectives, activities and results have been planned to foster dialogue, trust building and thus collaboration for knowledge exchange along the entire Applied Game value chain.
- 5) Deployment of RAGE's results will ultimately contribute in developing stronger co-operation among game industry players, progressively reduce fragmentation and trigger industry build-up.
- 6) RAGE Focus on linking researchers, SMEs, independent game developers and intermediary organisations together through the RAGE Ecosystem will create an open, flexible and dynamic hub in which innovators are inspired and stimulated.
- 7) As a whole, take up of RAGE results will generate impacts that will be visible through multiple enhancements in the performance of European Applied Game industries, especially in terms of reducing the current fragmentation, improving their innovation capacity and fostering their progress towards global technological leadership.
- 8) By offering reusable Applied Games assets, the RAGE Ecosystem infrastructure and marketplace will play a key role in support of applied research and technology development, including demand driven research and productification activities, easing technology transfer and field validation of novel products and services, on a broad collaborative basis.
- 9) RAGE benefits will allow end-to-end Applied Games value chain players to dramatically improve their competitive position of EU based game developers/providers and will derive in benefits for a) User industries, public administrations and private institutions and b) Scientific communities, universities and research institutes (...)

#### 4.2.4 Content management overview

RAGE content plan will be mainly guided by the twenty-two milestones defined in the DoA along with delivered project deliverables within the project lifecycle. RAGE deliverables will be the major content source and RAGE milestones will outline timeframes when major communication efforts will be made by the project.

The table below lists the deliverables and milestones for the first year of operation and provides a brief summary of the communication efforts that will be undertaken.

**Table 5: RAGE content management overview (Y1)**

Content	Responsible	Support	What (Communication efforts)	When
MS1. First version asset metamodel and infrastructure available	OUNL	<ul style="list-style-type: none"> <li>Editorial Board</li> <li>RAGE ambassadors</li> <li><b>All partners</b></li> </ul>	Promote through all RAGE communication channels described in section 4.3. Public deliverables must be posted on the website; papers should be submitted at relevant conferences; articles should be prepared for media/journals, website, social networks and newsletters; outcomes should be presented at relevant third-party events; should be promoted through partners' institutional communication channels and through key networks channels.	30/09/2015 (M8)
D6.1 Ecosystem software platform	FTK	<ul style="list-style-type: none"> <li>Scientific Board</li> <li>Editorial Board</li> <li>RAGE ambassadors</li> </ul>	Draft messages customised for educators' perspective (technical) and studios perspective (industry). Public deliverables must be posted on the website; papers should be submitted at relevant conferences; articles and posts should be prepared for media/journals, website, social networks and newsletters.	31/01/2016 (M12)
D7.1 Summary	UOB	<ul style="list-style-type: none"> <li>Editorial Board</li> </ul>	Draft messages customised for studios	31/01/2016

Content	Responsible	Support	What (Communication efforts)	When
report of business models		<ul style="list-style-type: none"> <li>RAGE ambassadors</li> </ul>	perspective (industry). Public deliverables must be posted on the website; papers should be submitted at relevant conferences; articles and posts should be prepared for media/journals, website, social networks and newsletters.	(M12)
D7.2 Summary report of value chain analysis	INMARK	<ul style="list-style-type: none"> <li>Editorial Board</li> <li>RAGE ambassadors</li> </ul>	As in D7.1	31/01/2016 (M12)
D8.1 RAGE evaluation framework and guidelines	TUGRAZ	<ul style="list-style-type: none"> <li>Scientific Board</li> <li>WP9</li> </ul>	Draft messages customised for educators' perspective (technical). Public deliverables must be posted on the website and articles and posts should be prepared for media/journals, website, social networks and newsletters.	31/01/2016 (M12)
MS2. Application scenario outlines	OKKAM	<ul style="list-style-type: none"> <li>Editorial Board</li> <li>RAGE ambassadors</li> <li><b>All partners</b></li> </ul>	As with MS1	31/01/2016 (M12)

### 4.3 Channels and vehicles

The RAGE project foresees to use online & offline communications channels to better distribute the messages described above to their respective target groups. The project will use online and offline channels such as face-to-face meetings, remote meetings, events as well as leverage on partners' communication channels and multiplier networks to better reach the project target groups.

The most appropriate channels have been selected to reach each target group according to: their profile (e.g. CEO, Director, researcher), to the message we want to convey, and the level of interaction we would like to obtain (e.g. high interaction with early adopters through face-to-face meetings). The dissemination channels used to reach each target group is detailed in the table below but not limited to the following:

**Table 6: Channels per target groups**

Channels/Target Groups	Producers & distributors	Early adopters	Research & academic orgs.	Industry assocs.	European Gaming projects	Policy makers
Face-to-Face meetings	x	x	x			
Remote meetings (phone calls, skype)	x	x	x	x		
Partners' communication channels (website, newsletters, magazines)	x	x	x	x	x	X
Key networks (mailing lists)			x	x	x	
Tactical alliances	x	x				
RAGE website	x	x	x	x	x	
RAGE social media	x	x	x	x	x	
Events (conferences, exhibitions, workshops, open days, debates)	x	x	x	x	x	X
Publications in scientific journals			x		x	X
Press release	x	x		x		X
Flyer	x	x		x		
Postcard	x	x		x		
Project Presentation	x	x	x	x		
Training Materials	x	x	x	x		

#### 4.3.1 Meetings

These are face-to-face meetings or remote meetings with key representatives of target groups described above which will be scheduled by project partners to accomplish specific objectives (e.g. gather feedback, invitation to participate at RAGE events).

#### **4.3.2 Partners institutional communication channels**

To create a multipliers effect, RAGE partners will distribute relevant announcements of the project through its newsletter, institutional blog/website, institutional magazines, social networks, databases and public relations/advertising department of agencies when possible.

#### **4.3.3 Key networks**

RAGE will outline and identify key gaming networks to be approached in order to promote project's relevant information. To this purpose, relevant mailing lists of gaming associations and European gaming projects will be used.

#### **4.3.4 Tactical alliances**

To foster synergies and maximise impact generation, RAGE partners will create tactical alliances with applied games producers & distributors, early adopters as well as research and academic organisations and European gaming projects.

RAGE Tactical Alliances with these organisations may be supported, for example, by signing a Memorandum of Understanding – MoU. RAGE's Tactical Alliances be displayed at the project website, showcasing the organisation logo along with a brief description. This alliance will strengthen collaboration in the following activities, but not limited to:

1. Engage with scientific communities, AG studios, AG demand actors,... institutions and industrial communities for capturing and analysing their requirements and promoting solutions and corresponding service offerings in the area of Applied Games
2. Establish relationships with international standardization bodies and workgroups and promote active collaborations between the Parties and these working groups
3. Preparation of clustering activities, generating internal workshops and symposia sessions for stimulating dissemination and collaboration among Researchers and business players
4. Joint participation at restricted or public technical activities (e.g. hackathons) organized by other institutions and projects
5. Publications in scientific journals of articles on the work and results of both projects relating to AG and other relevant disciplines
6. Organization of joint participation at public events such as ICT annual Conferences
7. Organization of joint/common webinars, workshops (general and on specifics topics), joint training courses and summer schools
8. Participation in user groups relating to relevant projects and initiatives.
9. Collaborate on defining viable business models for the sustainability of the RAGE Ecosystem
10. Explore collaboration in future opportunities

At this stage, RAGE will seek tactical alliances with the following organisations/ projects/ initiatives:

- ROC van Amsterdam (NL): <http://www.rocva.nl/pages/index.html>
- Koning Willem I College (NL): <http://www.kw1c.nl/>
- Aventus (NL): <http://www.ventus.nl/portal/page/portal/web>
- ROC van Twente (NL): <https://www.rocvantwente.nl/site/home.html>
- ROC Zadkine (NL): <http://www.zadkine.nl/>
- Games Eden (UK): <http://www.gameseden.net/>
- University of Trento (IT): <http://www.unitn.it/en>
- Consorzio dei Comuni Trentini (IT): <http://www.comunitrentini.it/>
- Berufsförderungsinstitut Steiermark (AT): <http://www.bfi-stmk.at/>
- Advanced Distributed Learning (US): <http://www.adlnet.org/>
- NO ONE LEFT BEHIND (H2020 Project): <http://www.no1leftbehind.eu/>

#### **4.3.5 Website**

RAGE's website can be accessed through <http://www.rageproject.eu/>. The overall objective of the RAGE website is to raise awareness about the project activities as well as to incentivise engagement

from targeted stakeholder communities through a user-friendly design which incorporates web publishing tools and social networks following search engine optimization techniques.

The website provides up-to-date information on intermediate and final project results, including public reports and publications as well as synthesis reports drawn from selected material and events; promotes interaction with target groups (e.g. events, consultation documents); and includes a full integration with Twitter, Google+, and LinkedIn. Wordpress<sup>4</sup> has been selected as the Content Management System, publishing platform and blog tool for the entire project, to deliver all the technical functionalities needed for the RAGE project.

A Search Engine Optimisation (SEO) analysis has been performed to identify keywords for the project, analyse metadata, URLs, HTML code, internal linking, among other criteria.

A more detailed description of the website can be found in D9.2 “RAGE Website”.

#### 4.3.6 Social Networks

RAGE presence in social networks aim to accomplish the following objectives:

- **Generate awareness.** Multiply the communication efforts done by all consortium partners by enhancing online visibility of the project through the main social networks.
- **Promote understanding.** Knowledge, activities, benefits and outcomes generated through the project lifecycle will be synthesized and distributed through social networks to promote feedback gathering, consultation and connection with target groups.
- **Search Engine positioning.** Presence and activity in social networks will enhance the project positioning through engine search, image search, local search, etc.
- **Dynamize content.** Lots of static content is generated in every project (papers, public deliverables, presentations and dissemination materials) and it rarely allows social media interaction. With content dynamization we aim to convert static content into dynamic content by sharing it within web 2.0 tools to increase visibility:
  - Smore<sup>5</sup> for leaflets and bulletins: <https://www.smores.com/u/rageappliedgame>
  - SlideShare<sup>6</sup> for presentations: <http://www.slideshare.net/RAGEAppliedGame>
  - Scribd<sup>7</sup> for papers: <https://es.scribd.com/RageAppliedGame>
  - Youtube for videos: <https://www.youtube.com/RageprojectEuAppliedGame>

Since there is a wide array of social tools, to convey a coherent message through social networks it is necessary to define the target groups that each social network aims to reach and the actions to be taken as detailed in the table below.

**Table 7: Target groups and actions per social network and monitoring tools**

	Twitter	Google+	LinkedIn Group
<b>Target Groups</b>	<ul style="list-style-type: none"> <li>• Producers &amp; distributors</li> <li>• Industry associations</li> <li>• European gaming projects</li> </ul>	<ul style="list-style-type: none"> <li>• Industry associations</li> <li>• Research &amp; academic organisations</li> <li>• European gaming projects</li> </ul>	<ul style="list-style-type: none"> <li>• Producers &amp; distributors</li> <li>• Early adopters in industrial &amp; institutional sectors</li> <li>• Research &amp; academic organisations</li> </ul>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Share content</li> <li>• Conversation participation</li> <li>• Hashtag generation, for example:               <ul style="list-style-type: none"> <li>• #AppliedGaming</li> <li>• #Gaming4EU</li> <li>• #RAGEgaming</li> <li>• #RAGE[nameofevent]</li> <li>• #geeklife</li> <li>• #videogames</li> <li>• #gamingconfessions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Share content</li> <li>• Conversation participation</li> <li>• Chat/hangouts</li> </ul>	<ul style="list-style-type: none"> <li>• Share content</li> <li>• Discussion groups</li> <li>• Ask/answer questions</li> <li>• Polls</li> </ul>
<b>Monitoring</b>	Google Analytics and Hootsuite		

<sup>4</sup> <http://wordpress.org/about/>

<sup>5</sup> <https://www.smores.com/>

<sup>6</sup> <http://www.slideshare.net/about?smtNoRedir=1>

<sup>7</sup> <http://www.scribd.com/about>

The monitoring of RAGE social networks will be based on community management tools such as Hootsuite<sup>8</sup> and Google Analytics<sup>9</sup> so we can measure user's reaction to our content, reply to user's comments and interact with them.

RAGE presence in social networks can be accessed from:

- Twitter: <https://twitter.com/rageappliedgame>
- Google +: [google.com/+RageprojectEuAppliedGame](https://plus.google.com/+RageprojectEuAppliedGame)
- LinkedIn Group: <https://www.linkedin.com/groups/Applied-Games-Ecosystem-8267571?home=&qid=8267571>
- Blog: <http://www.rageproject.eu/>

In addition, partner's social networks will contribute to disseminate project activities. The table below shows an initial identification of partners' social networks.

**Table 8: Partners' social networks**

Partner	Twitter		Linkedin		Google+		Blog
	Account	Followers	Group	Members	Account	Followers	Blog
OUNL	@OU_NEDERLAND	4030	<a href="#">Link</a>	2.859	<a href="#">Link</a>	268	<a href="#">Link</a>
INESC ID	@InescID	117	N/A	N/A	<a href="#">Link</a>	22	<a href="#">Link</a>
PLAYGEN	@playgen	2.487	<a href="#">Link</a>	4.988	N/A	N/A	<a href="#">Link</a>
PLAYGEN	@digishoreditch	20.800	<a href="#">Link</a>	4.477	-	-	-
PLAYGEN	-	-	<a href="#">Link</a>	5.322	-	-	-
UOB	@BoltonUni	11.500	N/A	N/A	N/A	N/A	<a href="#">Link</a>
TUGRAZ	@sociallearning	1.721	N/A	N/A	N/A	N/A	<a href="#">Link</a>
UU	@UniUtrecht	18.600	<a href="#">Link</a>	330	N/A	N/A	<a href="#">Link</a>
IEFP	@IEFPPortugal	243	<a href="#">Link</a>	9.164	N/A	N/A	<a href="#">Link</a>
NUROG	@nurogames	180	N/A	N/A	N/A	N/A	<a href="#">Link</a>
BIPM	@BiPmedia	97	N/A	N/A	N/A	N/A	N/A
SU	@sofiauniversity	1.443	N/A	N/A	N/A	N/A	<a href="#">Link</a>
SPL	@StPraktijkleren	714	<a href="#">Link</a>	500	N/A	N/A	<a href="#">Link</a>
RANDST	@randstad_france	3.819	<a href="#">Link</a>	535	<a href="#">Link</a>	243	<a href="#">Link</a>
HCUK	@hullcollegegrp	5.872	N/A	N/A	N/A	N/A	<a href="#">Link</a>

#### 4.3.7 Events

RAGE partners will participate at several types of events organised by the project and/or third-parties in order to dialogue and network with potential users. The project will attend relevant events addressed to:

- **Gaming industry.** Project partners will seek to participate in international industry related events aimed at showing industry players some selected results arising from the project in order to:
  - Pave the way for future collaborations and industrial take-up
  - Build a community fora supporting networking activities cutting across "Research-Business frontier" (e.g. ICT2015)
  - Branding in terms of coordinated critical mass built-up demonstration and high-level briefing, scrutiny and feedback gathering for future exploitation and Technology Transfer activities
- **Scientific and academic community.** The project integrates contributions from different scientific disciplines and will participate and/or organise scientific seminars, conferences and workshops to disseminate concepts and ideas of RAGE giving a solid overview of the project.

<sup>8</sup> <https://hootsuite.com/company>

<sup>9</sup> <http://www.google.com/analytics/>

In addition, the project will use its network to engage and address the undergraduate audience as possible to test and promote RAGE outcomes.

All partners will periodically evaluate events participation based on interest and importance for the project, potential impact, audience and availability. A calendar of relevant events, as detailed in the table below, will be made available to project partners to support the coordination and organisation of partners' attendance and dissemination efforts. The table below describes events identified by the consortium so far.

**Table 9: RAGE's relevant third-party events**

Title	Date	Location	URL
Game Developers Conference (or GDC Europe)	02-06 Mar 2015	San Francisco, California	<a href="http://www.gdconf.com/">http://www.gdconf.com/</a>
ACM CHI	18-23 Apr 2015	Seoul, Korea	<a href="http://chi2015.acm.org/">http://chi2015.acm.org/</a>
DIGRA conference (Digital Games Research Association)	14-17 May 2015	Lüneburg, Germany	<a href="http://projects.digital-cultures.net/digra2015/">http://projects.digital-cultures.net/digra2015/</a>
Gaminomics	11 Jun 2015	London, UK	<a href="http://gaminomics.com">http://gaminomics.com</a>
Brains Eden Gaming Festival (tbc)	22-26 Jun 2015	Cambridge, UK	
AIED (Artificial Intelligence in Education)	22-26 Jun 2015	Madrid, Spain	<a href="http://iaied.org/conf/event/13/">http://iaied.org/conf/event/13/</a>
ICALT (International Conference on Advanced Learning Technologies)	6-9 Jul 2015	Haulien, Taiwan	<a href="http://www.ieeetclt.org/node/48">http://www.ieeetclt.org/node/48</a>
IEEE Conference on Computational Intelligence and Games	31 Aug – 2 Sep 2015	Tainan, Taiwan	<a href="http://cig2015.nctu.edu.tw/">http://cig2015.nctu.edu.tw/</a>
ECTEL 2015	15-18 Sep 2015	Toledo, Spain	<a href="http://www.ec-tel.eu/index.php?id=704">http://www.ec-tel.eu/index.php?id=704</a>
VS Games	16-18 Sep 2015	Skövde, Sweden	<a href="https://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=34407">https://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=34407</a>
ECGBL 2015	08-09 Oct 2015	Steinkjer, Norway	<a href="http://academic-conferences.org/ecgbl/ecgbl2015/ecgbl15-home.htm">http://academic-conferences.org/ecgbl/ecgbl2015/ecgbl15-home.htm</a>
ICT 2015	20-22 Oct 2015	Lisbon, Portugal	<a href="http://ec.europa.eu/digital-agenda/en/news/ict-2015-innovate-connect-transform-20-22-october-lisbon-save-date">http://ec.europa.eu/digital-agenda/en/news/ict-2015-innovate-connect-transform-20-22-october-lisbon-save-date</a>
Online Educa Berlin	2-4 Dec 2015	Berlin, Germany	<a href="http://www.online-educa.com/">http://www.online-educa.com/</a>
GALA/Serious Games Society Conference	10-11 Dec 2015	Rome, Italy	<a href="http://www.galaconf.org/2015/">http://www.galaconf.org/2015/</a>

#### **4.3.8 Publications in scientific and industry media**

Since the project integrates contributions from different scientific disciplines and cover technological issues addressed to the industry such as business models and technology acceptance matters, publications in the following journals will vary accordingly<sup>10</sup>:

- International Journal of Game-Based Learning
- The International Journal of Gaming and Computer-Mediated Simulations
- International Journal of Computer Games Technology

<sup>10</sup> DIGRA journals: <http://digrastudents.org/games-research-journals>



- IEEE Transactions on Computational Intelligence and AI in Games
- Simulations & Gaming
- Computers In Human Behaviour
- International Journal of Serious Games
- Gamasutra
- GameDev.net
- Develop
- Inside social games

Scientific papers will also be submitted at scientific seminars and workshops (listed in section 4.3.7). The initial contribution will be a white paper based on the concepts and ideas of RAGE giving a solid overview of the project, further contribution will evolve as the project progresses.

#### **4.3.9 Training material**

To amplify Applied Gaming uptake, RAGE will offer training material for developers and educators. The project will explore the heterogeneous and dispersed Applied Gaming landscape to identify and describe the instances of best practices, specific courses, training curriculum, and approaches used for continuing professional development in the communities addressed by the project.

As a result, sets of training material will be made available in a digital format in the Training section of the project website, which will be updated as the project evolves. Each of the training material/courses will have associated:

- Goals
- Benefits
- Features
- Estimated time (if applicable)
- Roles for whom this will be relevant (e.g. developers, managers, educators)
- Aspects of RAGE objectives covered
- Language: English by default (material in other languages may be added)
- Pre-requisites, associated qualification, etc. (to be added if applicable)

The Project will also evaluate the possibility to publish these training materials in MOOC<sup>11</sup> platforms used by game enthusiasts such as Udemy<sup>12</sup>, Coursera<sup>13</sup> and the likes.

#### **4.3.10 Dissemination support material**

RAGE project's dissemination materials will be produced to facilitate communication of the project's concept, activities, benefits and outcomes and will be available to the entire consortium through the internal collaboration platform, and to the public through the Downloads section of the project website.

All flyers, postcards, press releases, presentations and additional materials produced for the project will be designed to showcase RAGE's main achievements, benefits and outcomes. In addition, Public Deliverables will also serve as dissemination materials for the project since these will be published in the website and its major findings will be repackaged, segmented or bundled to create communication materials per target groups.

The dissemination materials will be available in a digital format to print/share when needed and will be updated with recent findings or with other relevant information. Dissemination materials planned to be produced for the RAGE project are the following:

- a) Logo ([annex 1](#))
- b) Flyer
- c) Postcards
- d) Press releases ([annex 2](#) and [annex 3](#))
- e) Project slide stacks ([annex 4](#))

<sup>11</sup> Massive Open Online Courses

<sup>12</sup> <https://www.udemy.com/>

<sup>13</sup> <https://www.coursera.org/>

#### 4.3.11 Channel management overview

Channel	Responsible	Support	What (Communication efforts)	When
Meetings (face-to-face, remote)	WP leaders	RAGE ambassadors	Meeting with key representatives of RAGE target groups	As required by the project tasks and activities progress
Partners institutional communication channels (institutional newsletters, PR agencies, social networks, blogs, etc.)	WP leaders	RAGE ambassadors	Distribute relevant announcements of the Project through institutional communication channels and PR agencies	When RAGE milestones are achieved and following communication implementation plan described in section 5
Key networks (mailing lists, gaming associations, European gaming projects)	WP leaders	RAGE ambassadors	Distribute relevant Project information to key gaming networks and relevant gaming mailing lists	When RAGE milestones are achieved and following communication implementation plan described in section 5
Tactical alliances	PM, WP9	All partners	Create tactical alliances with applied games organisations	Starting from MS2 and across the project lifecycle.
Website	WP9	RAGE ambassadors	Post RAGE news, events, training materials, downloads	When deliverables are delivered, when papers are submitted, when events are attended, when training material is available and when other newsworthy information is available
Social networks	WP9	RAGE ambassadors	Post RAGE news, events, training materials, downloads	When deliverables are delivered, when papers are submitted, when events are attended, when training material is available and when other newsworthy information is available
Events (international conferences, workshops, summits, etc.)	WP9	All partners	Periodically evaluate relevant events participation and RAGE promotion at the events (poster, papers, presentation)	Dependant on scheduled events and in line with publication/updates of the project
Publications in scientific journals	Scientific Board	WP9	Articles on the work and results of the RAGE project in journals relating to applied games and other relevant disciplines.	In line with the publication of deliverables from WPs
Training Material (courses, webinars)	WP6	WP9 and Editorial Board	Promote available training material for developers and educators.	In line with WP6 progress and publication of deliverables
Dissemination support material (flyer, project presentation, press releases, etc.)	WP9	Editorial Board	Distribute and update dissemination materials	When RAGE milestones are achieved and following communication implementation plan described in section 5



## 5 IMPLEMENTATION OF OUTREACH ACTIVITIES Y1

### 5.1 General communication processes

#### 5.1.1 Deliverables and Papers

In order to boost visibility and maximise knowledge spread of RAGE Deliverables and Papers:

Leading partners will ensure:

- Deliverables are formatted according to RAGE deliverable template
- They include a publishable summary and an elevator pitch abstract
- A post in RAGE website is published summarising overall aims and main findings
- They are promoted through RAGE social networks
- They are uploaded in RAGE website, in the downloads section

All communication officers will ensure:

- They are promoted in partners institutional communication channels (e.g. corporate magazine, newsletters)
- They are promoted through partners' social networks
- They are distributed through multiplier networks (e.g. associations, mailing lists)
- For papers, they are reported to WP9 following RAGE's publications reporting template in [Annex 6](#)

#### 5.1.2 RAGE events

When RAGE organises an event (e.g. conference, workshop), the leading partner along with WP9 support will ensure:

Before the event:

- RAGE presentation template will be used
- A post in RAGE website is published summarising the event and overall aims
- It is announced through RAGE social networks
- It is announced through partners' social networks
- It is uploaded in RAGE website, in the events section
- When necessary, a press release is drafted

During the event:

- RAGE dissemination materials will be distributed
- Photos of the event are taken
- A list of participants is registered
- It is promoted through RAGE social networks (when live tweeting is possible, use hashtags detailed in section 4.3.6)

After the event:

- A report of the event is drafted and sent to WP9 leader

#### 5.1.3 Third-party events

When RAGE is promoted at relevant third-party events, the participant partner will ensure:

Before the event:

- RAGE presentation template will be used
- A post in RAGE website is published summarising the event and overall aims
- It is announced through RAGE social networks
- It is uploaded in RAGE website, in the events section

During the event:

- When appropriate, RAGE dissemination materials will be distributed
- Photos of the event are taken
- It is promoted through RAGE social networks (when live tweeting is possible, use hashtags detailed in section 4.3.6)

After the event:

- It is reported to WP9 following the Dissemination Activities monitoring template ([Annex 5](#))

#### **5.1.4 Training material**

When training material produced by WP6 RAGE Ecosystem is available,

Leading partners will ensure:

- Training materials follow the structure outlined in section 4.3.9
- A post in RAGE website is published summarising overall aims and benefits
- They are promoted through RAGE social networks
- They are uploaded in RAGE website, in the training section

All communication officers will ensure:

- They are promoted in partners institutional communication channels (e.g. corporate magazine, newsletters)
- They are promoted through partners' social networks
- They are distributed through multiplier networks (e.g. associations, mailing lists, MOOC)

#### **5.1.5 Success stories**

As the project evolves, RAGE website will have a dedicated section to publish success stories. When a success story or case study is identified by a RAGE partner, the following procedure will be activated:

When identified:

- RAGE partner structures the information of the success story
- RAGE partner sends the success story to WP9
- WP9, along with the editorial board, evaluate the relevance of the story, the right timing to publish it and the channels to be distributed
- The editorial board grants (or not) an internal approval of the success story

When it has been internally approved:

- WP9 edits the success story, taking into account editorial board feedback
- WP9 sends the success story to RAGE partners for involved parties approval
- Once approved, the success story is published in the project website

## 5.2 Deployment of activities

In the following sections, the RAGE Dissemination and Communication Plan for the first year of operation is detailed following an impact driven dissemination approach. As such, it is detailed following its cascade of effects to be accomplished by Y1: awareness raising and knowledge creation.

It outlines the target groups to be reached, activity to be performed, partner responsible of executing the action, type of messages to reach the target groups as well as proper channels and the timeframe to follow.

### 5.2.1 Raising awareness: Launching of the RAGE project

**Timeframe: February – September 2015**

Target Groups	Activity	Lead partner	Support	Messages	Action	Channels	Timeframe
<ul style="list-style-type: none"> <li>Producers and distributors</li> <li>Early adopters in industrial &amp; institutional sectors</li> <li>Industry associations</li> </ul>	Announcement	INMARK	Editorial Board RAGE ambassadors <b>All partners</b>	<ul style="list-style-type: none"> <li>RAGE contributes to job creation and secure direct skilled jobs by triggering the Applied Games industry build-up</li> </ul>	<ul style="list-style-type: none"> <li>Distribute Press Releases</li> <li>Publish posts</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Partners institutional networks (e.g. PR agencies)</li> <li>Key networks (e.g. mailing lists)</li> <li>Website</li> <li>Relevant forums and blogs</li> <li>Social Networks</li> </ul>	11-15 May 2015
<ul style="list-style-type: none"> <li>Research and academic organisations</li> <li>European Gaming projects</li> </ul>	Announcement	OUNL	Scientific Board <b>All partners</b>	<ul style="list-style-type: none"> <li>RAGE contributes to spreading excellence throughout the European workforce by the purposeful application of games methodologies in learning and skills acquisition</li> </ul>	<ul style="list-style-type: none"> <li>Distribute Press Releases</li> <li>Publish posts</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Key R&amp;D networks (e.g. mailing lists)</li> <li>European Gaming projects mailing lists</li> <li>Website</li> <li>Relevant R&amp;D forums and blogs</li> <li>Social Networks</li> <li>EC Project Officer</li> </ul>	11-15 May 2015
<ul style="list-style-type: none"> <li>Producers and distributors</li> <li>Early adopters in industrial &amp; institutional sectors</li> </ul>	Communication	INMARK	RAGE ambassadors	<ul style="list-style-type: none"> <li>Together we are stronger! The RAGE project fosters co-operation among applied game industry players to enhance their competitive position</li> <li>Develop Applied Games easier, faster and more cost-effectively! The RAGE project will provide access to advanced gaming technology resources and state-of-the-art knowledge</li> <li>Would you like to be one of the first gaming studios to access advanced gaming technology resources and state-of-the-art knowledge with no cost?</li> <li>Become one of the first institutions to apply</li> </ul>	<ul style="list-style-type: none"> <li>Distribute monthly newsletter/emailing</li> <li>Publish posts</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Partners institutional networks (e.g. PR agencies)</li> <li>Website</li> <li>Relevant forums and blogs</li> <li>Social Networks</li> </ul>	June-July 2015

Target Groups	Activity	Lead partner	Support	Messages	Action	Channels	Timeframe
				gaming methodologies to promote your employee's skill acquisition and learning			
<ul style="list-style-type: none"> <li>Industry associations</li> <li>European Gaming projects</li> </ul>	Communication	INMARK	RAGE ambassadors	<ul style="list-style-type: none"> <li>Meet the project that will equip game studios and developers with advanced gaming technology resources and state-of-the-art knowledge that will help them consolidating their competitive position.</li> <li>RAGE aims to unify the fragmented applied gaming industry to enhance their competitive position.</li> </ul>	<ul style="list-style-type: none"> <li>Distribute monthly newsletter/emailing</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Key networks (e.g. mailing lists)</li> </ul>	June-July 2015
<ul style="list-style-type: none"> <li>Research and academic organisations</li> </ul>	Dissemination	OUNL	Scientific Board	<ul style="list-style-type: none"> <li>Do you believe gaming principles and technologies supports skills development and knowledge acquisition? RAGE will provide game studios with access to advanced gaming technology resources and state-of-the-art knowledge to develop applied games better suited for their learning and training purposes</li> <li>Now you can access to reusable Applied Games assets! The RAGE Ecosystem infrastructure will provide access to self-contained gaming assets to support demand driven research activities, technology transfer and field validation of novel products and services, on a broad collaborative basis.</li> <li>RAGE ecosystem: an online space where applied games developers, distributors, researchers and companies get together to innovate and share know-how</li> </ul>	<ul style="list-style-type: none"> <li>Participate in scientific events</li> <li>Propose publications</li> <li>Publish posts about paper submission and event participation</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Events</li> <li>Publications at scientific journals and events</li> <li>Relevant forums and blogs</li> <li>Website</li> <li>Social Networks</li> <li>Relevant R&amp;D forums and blogs</li> </ul>	August - September 2015

### 5.2.2 Raising awareness: RAGE milestones achieved and early outcomes

**Timeframe: October – November 2015**

Target Groups	Activity	Lead partner	Support	Messages	Action	Channels	Timeframe
<ul style="list-style-type: none"> <li>Producers and distributors</li> <li>Early adopters in industrial &amp; institutional sectors</li> <li>Industry associations</li> </ul>	Announcement	INMARK	Editorial Board RAGE ambassadors <b>All partners</b>	<ul style="list-style-type: none"> <li>RAGE first version asset metamodel and infrastructure is available (MS1). Learn its benefits!</li> <li>RAGE benefits and solutions</li> <li>RAGE opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Publish posts</li> <li>Distribute monthly newsletter/emailing</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Partners institutional networks (e.g. PR agencies)</li> <li>Key networks (e.g. mailing lists)</li> <li>Website</li> <li>Relevant forums and blogs</li> <li>Social Networks</li> </ul>	October - November 2015
<ul style="list-style-type: none"> <li>Research and academic organisations</li> <li>European Gaming projects</li> </ul>	Announcement	OUNL	Scientific Board <b>All partners</b>	<ul style="list-style-type: none"> <li>RAGE first version asset metamodel and infrastructure is available (MS1)</li> <li>RAGE benefits and solutions</li> </ul>	<ul style="list-style-type: none"> <li>Publish posts</li> <li>Participate in events</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Key R&amp;D networks (e.g. mailing lists)</li> <li>European Gaming projects mailing lists</li> <li>Website</li> <li>Relevant R&amp;D forums and blogs</li> <li>Social Networks</li> <li>Events</li> <li>EC Project Officer</li> </ul>	October - November 2015

**5.2.3 Promoting knowledge: RAGE milestones and deliverables of Y1****Timeframe: December 2015 – January 2016**

Target Groups	Activity	Lead partner	Support	Content	Action	Channels	Timeframe
<ul style="list-style-type: none"> <li>Research and academic organisations</li> <li>European Gaming projects</li> </ul>	Dissemination	FTK	Scientific Board WP9	<ul style="list-style-type: none"> <li>D6.1 Ecosystem software platform</li> <li>Draft messages from a technical point of view</li> </ul>	<ul style="list-style-type: none"> <li>Participate in scientific events</li> <li>Propose publications</li> <li>Publish posts about paper submission and event participation</li> <li>Publish posts</li> </ul>	<ul style="list-style-type: none"> <li>Events (e.g. GALA conference)</li> <li>Publications at scientific journals and events</li> <li>Website</li> <li>Social Networks</li> <li>Relevant R&amp;D forums and blogs</li> </ul>	December 2015
<ul style="list-style-type: none"> <li>Producers and distributors</li> <li>Early adopters in industrial &amp; institutional sectors</li> <li>Industry associations</li> </ul>	Communication	FTK	Editorial Board RAGE ambassadors WP9	<ul style="list-style-type: none"> <li>D6.1 Ecosystem software platform</li> <li>Draft messages from an industry point of view: benefits, solutions, opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Publish posts</li> <li>Distribute monthly newsletter/emailing</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Partners institutional networks</li> <li>Key networks (e.g. mailing lists)</li> <li>Website</li> <li>Relevant forums and blogs</li> <li>Social Networks</li> </ul>	December 2015

Target Groups	Activity	Lead partner	Support	Content	Action	Channels	Timeframe
<ul style="list-style-type: none"> <li>Research and academic organisations</li> <li>European Gaming projects</li> </ul>	Dissemination	TUGRAZ	Scientific Board WP9	<ul style="list-style-type: none"> <li>D8.1 RAGE evaluation framework and guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Publish posts</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Social Networks</li> <li>Relevant R&amp;D forums and blogs</li> </ul>	December 2015
<ul style="list-style-type: none"> <li>Producers and distributors</li> <li>Early adopters in industrial &amp; institutional sectors</li> <li>Industry associations</li> </ul>	Communication	UOB, INMARK	Editorial Board RAGE ambassadors	<ul style="list-style-type: none"> <li>D7.1 Summary report of business models</li> <li>D7.2 Summary report of value chain analysis</li> </ul>	<ul style="list-style-type: none"> <li>Distribute monthly newsletter/emailing</li> <li>Publish posts</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Partners institutional networks (e.g. PR agencies)</li> <li>Key networks (e.g. mailing lists)</li> <li>Website</li> <li>Social Networks</li> <li>Relevant forums and blogs</li> <li>Events</li> </ul>	January 2016
<ul style="list-style-type: none"> <li>Producers and distributors</li> <li>Early adopters in industrial &amp; institutional sectors</li> <li>Industry associations</li> </ul>	Announcement	OKKAM	Editorial Board RAGE ambassadors <b>All partners</b>	<ul style="list-style-type: none"> <li>Application scenario outline (MS2)</li> </ul>	<ul style="list-style-type: none"> <li>Distribute Press Releases</li> <li>Publish posts</li> <li>Participate in events</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Partners institutional networks (e.g. PR agencies)</li> <li>Key networks (e.g. mailing lists)</li> <li>Website</li> <li>Social Networks</li> <li>Relevant forums and blogs</li> <li>Events</li> </ul>	January 2016
<ul style="list-style-type: none"> <li>Research and academic organisations</li> <li>European Gaming projects</li> </ul>	Announcement	OUNL	Scientific Board <b>All partners</b>	<ul style="list-style-type: none"> <li>Application scenario outline (MS2)</li> </ul>	<ul style="list-style-type: none"> <li>Distribute Press Releases</li> <li>Publish posts</li> <li>Participate in events</li> <li>Distribute Dissemination Materials: flyer, postcards, project slide stack</li> </ul>	<ul style="list-style-type: none"> <li>Key R&amp;D networks (e.g. mailing lists)</li> <li>European Gaming projects mailing lists</li> <li>Website</li> <li>Social Networks</li> <li>Relevant R&amp;D forums and blogs</li> <li>Events</li> <li>EC Project Officer</li> </ul>	January 2016

### 5.3 Timeline

WP9 tasks and activities start from the beginning of the project until its end, since impact and dissemination is a live activity throughout the project lifecycle.

As shown in the table below, RAGE website and social networks will be updated on a regular basis in order to provide continuous communication. There are other dissemination efforts such as event participation, publication in scientific journals and events as well as third-party media publication (i.e. blogs, forums) that are accessible at different times of the year. Thus partners' participation will depend on availability and relevance.

Finally, dissemination support materials and press releases will be available at all times through RAGE's website and will be updated when required. In order to have a better control of the progress of activities outlined in section 5.2, RAGE communication efforts are placed through a timeline that presents the first twelve months of operation of the project.

To monitor the progress of these activities, RAGE partners periodically update the "Dissemination Activities Monitoring Template" ([Annex 5](#)) which will be used to update RAGE's Dissemination Plan on Y2.

**Table 10: Timeline for RAGE outreach activities (Y1)**

DISSEMINATION ACTIVITIES	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC	JAN
<b>Communication main mechanisms in place</b>												
Design the project image (logo and templates)												
Create press releases												
Identify relevant third-party events to attend												
Identify relevant key networks to outreach												
Identify relevant scientific journal to publish RAGE publications												
Create social media presence (Twitter account, Google + Page, LinkedIn Group, Gmail account).												
Design RAGE Dissemination Plan												
Design and develop the website												
Create RAGE Outreach Toolkit												
Design the dissemination materials (leaflet, brochure, poster and presentation)												
Create presence in content dynamization platforms (Smore, SlideShare and Scribd accounts).												
<b>Raise awareness: Launching of the RAGE project</b>												
Circulate press release in English and Spanish												
Post publications in RAGE website												
Post publications in RAGE social networks												
Promote and circulate the dissemination materials												
Publication in third-party blogs, online magazines and newsletters												
Third-party event participation												
Publications at scientific events and journals												
<b>Raising awareness: RAGE milestones achieved and early outcomes</b>												
Post publications in RAGE website												

DISSEMINATION ACTIVITIES	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC	JAN
Post publications in RAGE social networks												
Third-party event participation												
Publications at scientific events and journals												
Distribute newsletters/emailings												
Promote and circulate the dissemination materials												
Publication in third-party blogs, online magazines and newsletters												
<b>Promoting knowledge: RAGE milestones and deliverables of Y1</b>												
Update press releases												
Post publications in RAGE website												
Post publications in RAGE social networks												
Third-party event participation												
Publications at scientific events and journals												
Distribute newsletters/emailings												
Promote and circulate the dissemination materials												
Publication in third-party blogs, online magazines and newsletters												
<b>Incentivising willingness</b>												
Network with relevant related projects/ initiatives/ organisations												
Gather contacts and follow-up												



## 6 ROLES AND FUNCTIONS

This section defines the Dissemination and Communication roles and functions within the RAGE project. The project governance structure is described in the DoA and in D10.1 Project Quality Assurance Handbook.

This section expands aims to provide guidelines to be used when disseminating and communicating information about the project with three (3) main purposes:

- a) to **maximise results**;
- b) to **maintain communication coherence** and;
- c) to **optimise efforts and resources allocation**.

As per **DOA and their acceptance of H2020 participation rules, all partners must have an active role in spreading knowledge about project activities and results** over their own spheres of influence. Besides the fact that it is an effective way of producing a multiplier effect.

### 6.1 All RAGE Partners

All RAGE partners must:

- Contribute to communication activities;
- Make all dissemination material, and publications related to RAGE available on the RAGE internal repository;
- Participate in RAGE scheduled meetings to communicate progress to partners;
- Keep contact details on the RAGE internal repository up to date;
- Include the RAGE website address and contact details in all external communications related to the project;
- Report on communication and dissemination activities as required by WP9;
- Use the RAGE PowerPoint template and introductory slides for relevant project-related presentations;
- Include the #RAGEgaming hashtag (and proper hashtags mentioned in section 5.3.6) when mentioning the project on Twitter;
- Display the EU emblem including and disclaimer text when communicating information about the RAGE project, as follows:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644187

- Include, in every RAGE publication, a disclaimer excluding EC responsibility: any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains;
- Deploy their best efforts to secure the inclusion of RAGE logo and website address ([www.rageproject.eu](http://www.rageproject.eu)) on at least one page of their organisational website;
- Inform the Project Coordinator and the Dissemination Manager before engaging in a communication activity related to the RAGE project expected to have a major media impact; and
- Include a paragraph with acknowledgements when publishing RAGE papers, articles, blog post or other related content, similar to the following: "This work has been partially funded by the EC H2020 project RAGE (Realising and Applied Gaming Eco-System); <http://www.rageproject.eu/>; Grant agreement No 644187".

## **6.2 Work Package Leaders**

To aid in the dissemination of information about their work package WP Leads must:

- Ensure regular communication between partners in their work package through the most suitable means;
- Provide regular updates on work package progress at RAGE schedule meetings;
- Contact the WP9 Lead or their designated alternate at least two weeks before important milestones or the dissemination of results or deliverables to allow the discussion and planning of required communication activities;
- Ensure that all deliverables include an accessible summary section and an elevator pitch that can be repurposed for communication purposes and activities; and
- Provide information and content on the work carried out within their work package as required by WP9 Participants producing communications outputs.

## **6.3 WP9 Leader**

The lead partner for WP9 – Impact and Dissemination – must:

- Coordinate and align all communication activities as defined in RAGE's Dissemination Plan;
- Oversee and monitor work in all WP's tasks including completion of deliverables;
- Support work package leaders in executing communication efforts as requested;
- Act as the central point of contact for all communication activities;
- Secure coordination of communication processes with RAGE Editorial Board, Scientific Board and RAGE ambassadors as required;
- Update RAGE Dissemination Plan annually;
- Report on progress and participate in discussions during RAGE schedule meetings;
- Report on communication activities progress yearly and as requested by the project coordinator; and
- Relate any potential communication opportunities to the appropriate Work Package Leader as they are identified.

## **6.4 Scientific Board**

The RAGE Scientific Board must:

- Distribute information about targeted events/conferences for RAGE;
- Make available a public agenda of scientific dissemination initiatives of RAGE;
- Actively involve RAGE partners in joint paper writing;
- Arrange an online collection of RAGE's scientific output – open access; and
- Check for compliance with the Grant Agreement and Consortium Agreement ( GA Articles 29.2 and 29.4 and CA Article 8.4.1)

## **6.5 Editorial Board**

The RAGE Editorial Board will:

- Contribute to the creation of editorial procedures;
- Review, edit and approve standard/high-level communication outputs as required; and
- Keep contact details up to date on the Editorial Board page in the WP9 section of the RAGE internal repository.

## **6.6 RAGE Ambassadors**

RAGE ambassadors will:

- Distribute project news and outcomes through multiplier networks

- Promote project news and outcomes through their institutional social networks
- Live-posting at RAGE project events or relevant third-party events

### ***6.7 Executive Management Board***

The RAGE Executive Management Board will

- Seek to align their work packages' communication and dissemination activities with RAGE overall Dissemination Plan; and
- Report on communication and dissemination as required by WP9.

### ***6.8 Strategic Management Board***

The RAGE Strategic Management Board will:

- Provide feedback and guidance to RAGE editorial and scientific boards on key issues referred to impact and dissemination; and
- Monitor WP9 reports and request action if any issues or risks are identified.

## 7 MONITORING COMMUNICATION RESULTS

RAGE's Dissemination Plan includes appropriate impact assessment metrics that can be categorised in:

- Quantitative indicators such as Key Performance Indicators (KPIs) and online metrics; and
- Qualitative indicators such as a proactive community, press coverage and long-term influence.

These two types of indicators are detailed in the following sections.

### 7.1 Quantitative indicators

#### 7.1.1 Key Performance Indicators

The table below details RAGE Dissemination KPIs for the 4 years of the project. These indicators will be adjusted as the project evolves and their annual increase will be based on the following assumptions:

- As the project evolves, RAGE will capture target groups' interests and insights through market research methodologies (e.g. focus groups) that will allow to deliver more relevant and tailored communication;
- As RAGE pilot validation and application scenarios evolve, major levels of interest will be raised among target groups thus increasing target group's interaction with the project;
- As the RAGE ecosystem evolves and until its final version, major levels of commitment will be raised among target groups and interaction with them will increase accordingly;
- As RAGE training material is delivered, major levels of knowledge will be raised among target groups thus increasing target group's interaction with the project;
- As RAGE business models and exploitation plan evolves, major levels of usage will be raised among target groups.

**Table 11: Dissemination Plan KPIs**

Objective	KPIs
<b>Awareness</b>	<ul style="list-style-type: none"> <li>• RAGE's website top positioning in search engines (searching "RAGE project" and "Applied Games")</li> <li>• Number of relevant third-party events attended</li> <li>• Number of participants reached at third-party events</li> <li>• Number of RAGE blog newsletter subscribers</li> <li>• Number of RAGE blog publications</li> <li>• Number of RAGE social networks subscribers</li> <li>• Number of views/downloads of RAGE dissemination material</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Number of RAGE events</li> <li>• Number of attendees at RAGE events</li> <li>• Number of publications</li> <li>• Number of meetings held</li> <li>• Number of views/downloads of RAGE training material</li> </ul>
<b>Willingness</b>	<ul style="list-style-type: none"> <li>• Number of information requests</li> <li>• Number of tactical alliances requested</li> <li>• Number of participants at RAGE events</li> </ul>
<b>Commitment</b>	<ul style="list-style-type: none"> <li>• Number of tactical alliances signed (MoU)</li> <li>• Number and size of joint activities with external parties</li> </ul>
<b>Action</b>	<ul style="list-style-type: none"> <li>• Number of external parties testing the RAGE Ecosystem</li> </ul>
<b>Result</b>	<ul style="list-style-type: none"> <li>• Number of external parties providing feedback to RAGE Exploitation plan</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• Number of external parties using the RAGE Ecosystem</li> </ul>

In the table below, an estimation of RAGE's KPIs for Y1 is detailed, this table will be updated as the project evolves:

**Table 12: KPIs for Y1**

Objective	KPIs
<b>Awareness</b>	<ul style="list-style-type: none"> <li>• RAGE's website positioning in page 1 within search engines (searching "RAGE project" and "Applied Games")</li> <li>• 10 relevant third-party events attended</li> <li>• 100-150 participants reached at third-party events</li> <li>• 30 RAGE blog newsletter subscribers</li> <li>• 40 RAGE blog publications</li> <li>• 150 RAGE social networks subscribers</li> <li>• 20/month views/downloads of RAGE dissemination material</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• 3 publications</li> <li>• 5 meetings with relevant stakeholders held</li> <li>• 5 presentations at third-party events</li> </ul>

### 7.1.2 Online communication indicators

RAGE's website and social media are monitored on a monthly basis using Google Analytics and Hootsuite Intelligence to identify website's visits, unique visitors, time per visit, traffic source and other key metrics that will enhance visitors' experience and engagement.

A table with online communication metrics can be found below and the template is shown in [Annex 8](#).

**Table 13: Description of online metrics per platform**

Platform	KPI	Description
Website	Visits	Total number of visitors in a period of time defined
Website	Unique visits	Total number of visitors who access the website for the first time in a period defined
Website	Page views	Total number of impressions request to load a single HTML file (web page) of an Internet site
Website	Time on page	Total seconds spent by users per page in a period defined
Website	Bounce rate (%)	The percentage of visitors who enter the site and left the site without viewing other pages within the same site
Blog	News	Total number of posts (news) published in a period defined
Blog	Page views	Total number of pages printed/views in a period defined
Blog	Unique page views	Total number of pages printed/view by visitors the first time in a period defined
Twitter	Tweets	Total number of tweets (publications) published in a period defined
Twitter	Engagement rate	The percentage of total number of engagements (clicks, retweets, favourites, etc.) divided by total impressions
Twitter	Retweets	Total number of users who have Re-tweeted (RT) RAGE's tweet in a period defined. A Retweet is a re-posting of someone else's Tweet.
Twitter	Followers	Total number of users who have clicked the "follow" button on RAGE's twitter page
LinkedIn	Discussions	Total number of publications posted at LinkedIn Group Discussions in a period defined
LinkedIn	Members	Total number of users who have joined the LinkedIn Group in a period defined
Google +	Followers	Total number of users who have clicked the "follow" button on RAGE's Google+ page
Google +	Visits	Total number of visitors in a period of time defined
Social Networks	Klout score	The Klout Score is a number between 1-100 that represents influence in social networks, the higher the number is the better.

## **7.2 Qualitative indicators**

Additionally, there are qualitative indicators that should be taken into account since its results cannot be quantified but instead, they can be qualified as positive for dissemination purposes. In order to assess these criteria, some parameters are defined to better measure the overall impact of the Dissemination Plan:

- **Proactive online community.** Social media dissemination efforts will ensure an interesting outcome in terms of discussions, consultations, feedback and content sharing and engagement.
- **Press/media coverage.** Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project. This is a big challenge since RAGE addresses to a very niche audience.
- **Long-term influence.** Sometimes the impact takes longer than just an immediate reaction (e.g. in EU policy making, Exploitation Plan, etc.). Therefore, it is quite possible that the "seed" scattered at the beginning will be "harvested" quite later. This will be considered when monitoring the impact of the project.

## ANNEX 1: RAGE LOGO

Full colour



**RAGE**  
Realising an Applied Gaming Eco-system

Black & white



**RAGE**  
Realising an Applied Gaming Eco-system

## ANNEX 2: PRESS RELEASE FOR THE INDUSTRY

### The RAGE project aims at delivering advanced technology and know-how to support EU Applied Games industry build-up and job creation

European gaming studios, developers and researchers will soon have access to advanced gaming technology resources and state-of-the-art knowledge to develop Applied Games easier, faster and more cost-effectively thanks to RAGE (Realising an Applied Gaming Eco-system), a Horizon 2020 research and innovation project on gamification technologies to be launched on February 1<sup>st</sup>.

The EU based industry for non-leisure games - Applied Games - is an emerging business with multiple uses in industry, education, health and the public administration sectors. As such, it is still fragmented and needs critical mass to compete globally. Nevertheless its growth potential is widely recognised and even suggested to exceed the growth potential of the leisure games market.

To take advantage of the fruitful opportunities of this growing industry, the RAGE project will deliver a collection of **self-contained gaming assets** that support game studios at developing applied games more efficiently and making them better suited for their purpose. RAGE will make these assets available along with a large volume of high quality knowledge resources through an online portal and social space that will connect research, gaming industries, intermediaries, education providers, policy makers and end-users.

RAGE will help to seize these opportunities and advance industrial leadership and innovation by delivering to Applied Games studios:

- 1) An interoperable set of advanced technology assets tuned to applied gaming,
- 2) Proven practices of using asset-based applied games in various real-world contexts,
- 3) Centralised access to a wide range of applied gaming software modules, services and resources,
- 4) An online social space that facilitates collaboration that underlie progress and innovation,
- 5) Workshops and online training opportunities for both developers and educators,
- 6) Assets-based business cases supporting industry at seizing new opportunities, and
- 7) A business model and launch plan for exploiting RAGE results beyond project's duration.

The gaming technology assets gathered along the project lifecycle will be tested and evaluated by gaming companies integrated in the RAGE consortium. These companies will be creating games that will be empirically validated in real world pilots in different application scenarios representing different markets and target groups for the Applied Games industry.

RAGE's results will generate direct impact on the competitive positioning of thousands of European SMEs in the Applied Games market. Impacts from RAGE will be visible in terms of fulfilling new client needs by quicker and more challenging methods of skills acquisition, enabling new business models based on the usage of the assets repository, contribute to secure direct skilled jobs and further job creation, and strengthening collaboration across the entire Applied Games value chain.

RAGE is a 48-months Technology and Know-How driven Research and Innovation project co-funded by EU Framework Programme for Research and Innovation, Horizon 2020. The project is co-ordinated by the Open University of The Netherlands and it includes the participation of 19 key partners from the game industry, the education sector and research centres from 10 European countries: Austria, Bulgaria, France, Germany, Italy, Portugal, Romania, Spain, United Kingdom and The Netherlands.

#### RAGE partner <partner name>

<partner name> is a prominent partner in the RAGE project. Our role in the project is to <describe your own role>

#### Additional information

<your name>, contact for <partner name> (<telephone>)

Mr. Rubén Riestra, in charge of RAGE dissemination actions (+34636064346)

Mr. Wim Westera, overall project coordinator (+31455762408)

Website: <http://www.rageproject.eu/>

Twitter: <https://twitter.com/rageappliedgame>

Google+: [google.com/+RageprojectEuAppliedGame](https://plus.google.com/+RageprojectEuAppliedGame)



## ANNEX 3: PRESS RELEASE EDUCATION

### The RAGE project aims at boosting games development for education and training in Europe

How to best apply gaming principles and technologies in support of skills development and knowledge acquisition for Europe's work force? This is the research challenge that the RAGE project will address during the next four years through the involvement and coordination of gaming studios, researcher institutes, and educational and training providers throughout Europe.

#### Skills development

The RAGE project will develop and deploy applied games-pilots in such diverse fields as communication skills training in vocational education; digital creativity in support of regional development; empowering the unemployed with transversal competences for employability; soft-skills development in sports; conversational skills in crime investigation; and job searching skills for temporary workers.

#### Gaming studios

The long-term benefit will be in the resulting technology resources – a collection of self-contained gaming assets that support game studios at developing applied games more efficiently and making them better suited for their purpose. RAGE will make these assets available along with a large volume of high quality knowledge resources through an online portal and social space that will connect research, gaming industries, intermediaries, education providers, policy makers and end-users.

#### The RAGE project

RAGE (Realising and Applied Gaming Eco-system) is a 48-months Technology and Know-How driven Research and Innovation project co-funded by the EU Framework Programme for Research and Innovation, Horizon2020.

The project, launched on February 1<sup>st</sup> 2015, is co-ordinated by the Open University of the Netherlands and it includes 19 key partners from the game industry, the education sector and research centres from 10 European countries: Austria, Bulgaria, France, Germany, Italy, Portugal, Romania, Spain, United Kingdom and The Netherlands. In concrete, RAGE will deliver:

1. Proven practices of using asset-based applied games in various real-world contexts,
2. An interoperable set of advanced technology assets tuned to applied gaming,
3. Centralised access to a wide range of applied gaming software modules, services and resources,
4. An online social space that facilitates collaboration that underlie progress and innovation,
5. Workshops and online training opportunities for both developers and educators,
6. Assets-based business cases supporting industry at seizing new opportunities, and
7. A business model and launch plan for exploiting RAGE results beyond project's duration.

#### RAGE partner <partner name>

<partner name> is a prominent partner in the RAGE project. Our role in the project is to <describe your own role>

#### Additional information

<your name>, contact for <partner name> (<telephone>)

Mr. Rubén Riestra, in charge of RAGE dissemination actions (+34636064346)

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Website: <http://www.rageproject.eu/>

Twitter: <https://twitter.com/rageappliedgame>

Google+: <https://plus.google.com/+RageprojectEuAppliedGame>

LinkedIn Group: <https://www.linkedin.com/groups/Applied-Games-Ecosystem-8267571?home=&qid=8267571>

## ANNEX 4: RAGE GENERAL SLIDES

RAGE slides addressing the industry:

<http://www.slideshare.net/RAGEAppliedGame/rage-delivering-advanced-technology-and-knowhow-to-support-eu-applied-games-industry-buildup-and-job-creation>



**The Applied Games industry in Europe**

- Delivers products with **multiple uses** in industry, education, health and the public administration
- The Applied Games' **growth potential** is widely recognised
- But the industry is still **fragmented, scattered and needs critical mass** to compete globally

2 RAGE Project presentation 23/04/2015 Co-funded by the Horizon 2020 Framework Programme of the European Union

2 of 14

RAGE slides addressing the education sector:

<http://www.slideshare.net/RAGEAppliedGame/rage-general-presentationeducationfinal>



**Applied Games in Education**

- Delivers products with **multiple uses** in industry, education, health and the public administration
- Its **education and training potential** is widely recognised
- To integrate them in education and training, **affordable games are needed**
- But industry is so **fragmented, scattered and needs critical mass** to offer affordable prices

2 RAGE Project presentation 23/04/2015 Co-funded by the Horizon 2020 Framework Programme of the European Union

2 of 14

**Please complete the following table with:**

b) Dissemination activities FORESEEN from xx/xx/201x to xx/xx/201x

**1 List type of activity as follows:** Dissemination materials - [type of material], for dissemination materials about the project ( e.g. Dissemination materials - flyer, Dissemination materials - poster, Dissemination materials - banner); Event RAGE, for events organized by the project; Event - [Type of event], for third party events (e.g. Event - Conference, Event - Summit, Event – Workshop); News blog, for news published in the project's blog; News third-party, for news published in other website; Newsletters, for dissemination published in newsletters; Press release, published press releases; Social media, social media activity of the project; Media, video, printed press, radio about the project; Website links, links from the project's ;website to external website; website links - third party, links from external website to the project's website

**2 List type of audience as follows:** Scientific community (higher education, research), Industry, Civil society, Policy makers, and Media

**3 Status of the publication:** Attended. Foreseen

**Please complete the following table with:**

b) Publications FORESEEN from xx/xx/201x to xx/xx/201x

1 List type of publication as follows: Publication – Paper; Publication – Article; Publication – Poster  
2 List type of audience as follows: Scientific community (higher education, research), Industry, Civil society, Policy makers, and Media  
3 Status of the publication: Published, Foreseen

## ANNEX 7: SCIENTIFIC BOARD OPEN DIARY

A dynamic document for recording RAGE initiatives, opportunities, and collaborations for scientific dissemination

Activity/Date	Details	Lead	Involved

## ANNEX 8: ONLINE METRICS DESCRIPTION

Platform	Metrics	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Website	Visits												
Website	Unique visits												
Website	Page views												
Website	Time on page												
Website	Bounce rate (%)												
Blog	News (posts)												
Blog	Page views												
Blog	Unique page views												
Twitter	Tweets												
Twitter	Engagement rate												
Twitter	Impressions												
Twitter	Retweets												
Twitter	Followers												
LinkedIn	Discussions												
LinkedIn	members												
Google +	Followers												
Google +	Views												
Social Networks	Klout score												